ABSTRACT OF THE DISCLOSURE

A behavioural translator arranged for use by a behavioural controller of a virtual object, the translator arranged to map information representing behaviour conforming to a first demographic group to behaviour conforming to a second demographic group. The behavioural translator comprises means to receive input; means to process said input to associate the received input with behaviour by the object conforming to the first demographic group; and means to map the behaviour derived from the received input to output generating behaviour conforming to the second demographic group.

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